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UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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BURGESS, BARBARA N

ART UNIT	PAPER NUMBER
2157	

DATE MAILED: 09/29/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on <u>05 July 2006</u>.

2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.

3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) *1-13 and 46-50* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) *1-13, 46-50* is/are rejected.

7) ☐ Claim(s) _____ is/are objected to.

8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.

10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a) ☐ All   b) ☐ Some * c) ☐ None of:

      1. ☐ Certified copies of the priority documents have been received.

      2. ☐ Certified copies of the priority documents have been received in Application No. _____.

      3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4) ☒ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. *9-21-06* .

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____.

DETAILED ACTION

This Office Action is in response to Amendment filed July 5, 2006. Claims 1-13, 46-47

are presented for further examination. Claims 48-50 are presented for initial

examination.

Claim Rejections - 35 USC § 103

1.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

2.   Claims 1-13, 46-50 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Hentzel et al. (hereinafter "Hent", US Patent 6,877,007 B1) in view of Tamir et al.

(hereinafter "Tamir", US Patent Publication 2002/0063735 A1).

As per claim 1, Hent discloses a web site system, comprising:

- A web server system that is responsive to requests from online users by generating

    and returning web pages (column 3, lines 30-43, 59-65, column 6, lines 15-21, 34-

    40, column 7, lines 27-40);

- An event history server that persistently stores event data descriptive of events that

    occur during browsing sessions of each of a plurality of users of the web server

    system, wherein the event history server stores the event data substantially as

corresponding events occur (column 3, lines 40-45, 50-61, column 7, lines 43-50,

48-53, column 9, lines 2-5, column 10, lines 40-40).

Hent discloses the tracking server (history server) enabling the Web server (application)

and business computers (applications) to request a user's interaction with one of the

tracked resources using the request processing application on the tracking server. The

tracked sessions are grouped and requested by Web server and business computers

according to location, date, length of session, and type of session (column 8, lines 62-

67, column 9, lines 1, 55-64, column 10, lines 8-22). Therefore, Hent implicitly discloses

the event history server implements a query interface through which the one or more

applications retrieve the event data associated with particular users by event type and

by event time of occurrence.

Hent does not explicitly disclose:

- Wherein the web server system includes one or more applications that generate

  personalized content for recognized users based on browse histories of such users;

- An event history server that makes event data available in real time to the one or

  more applications to facilitate personalization of web pages for the users.

However, in an analogous art, Tamir discloses a server system able to track each user's

activities and customize presentation of information to users based on factors including

user's preferences and prior use history (paragraphs [0038, 0049, 0058, 0076]). Tamir

further discloses the server system having an External Interface allowing interfacing

with other systems. External applications retrieve user information from the server

system via real-time transmission. Communication server (history server) used to

communicate with client applications, use real-time methods to process URLs sent by
client applications. Any new URL information or new information pertinent to the
customization of user information is used to generate new custom configuration
information (paragraphs [0106-0108, 0122]).

Therefore, one of ordinary skill in the art at the time the invention was made would
have found it obvious to implement or incorporate Tamir's web server system and
making event data available in real-time in Hent's system in order to track the activities
of individual web users and then tailor the user's web browser and web information for
optimal presentation of information based on the user's prior activity.

As per claim 2, Hent does not explicitly discloses the web site system of Claim 1,
wherein the event history server records the event data for a given event as an event
object that includes at least the following: an event type identifier, an event value, a user
ID, and a time stamp. However, in an analogous art, Tamir discloses storing tracking
records such as session records, application records, and activity records in a database
including the Session Identifier, User Identifier, Application Identifier, Application Start
and End Times, Activity Data, Session Identifier, Session Start and End Times
(paragraphs [0052-0057]).

Therefore, one of ordinary skill in the art at the time the invention was made would
have found it obvious to implement or incorporate Tamir's history server recording the
event data for a given event as an event object that includes at least the following: an
event type identifier, an event value, a user ID, and a time stamp in Hent's system in

order to identify the user application, indicate the activity the user executed with the

application, and determine when the client application began and ended communication

with the server system.

As per claim 3, Hent does not explicitly disclose the web site system of Claim 1,

wherein the event history server includes at least one storage layer server that stores

the event data persistently by user ID, and further includes at least one cache layer

server that caches event data of online users.

However, in an analogous art, Tamir discloses the server system includes the content

servers, download servers, communication servers, load balancer, database, log files,

and reporting servers. Whenever the server system receives data, it includes the User

Identifier. The User Identifier is used to perform specific function including identifying

the user at login, accessing database and log files to determine the user's prior activities

(paragraphs [0036, 0059-0062]).

Therefore, one of ordinary skill in the art at the time the invention was made would

have found it obvious to implement or incorporate Tamir's event history server includes

at least one storage layer server that stores the event data persistently by user ID, and

further includes at least one cache layer server that caches event data of online users in

Hent's system in order to identify the user application, indicate the activity the user

executed with the application, and determine when the client application began and

ended communication with the server system.

As per claim 4, Hent does not explicitly disclose the web site system of Claim 2, wherein the cache layer server is configured to collect event data of an unrecognized user during a browsing session, and to pass such collected event data to the at least one storage layer server for persistent storage thereof if the unrecognized user becomes recognized during the browsing session.

However, in an analogous art, Tamir discloses the server system determines if the user is new by searching pre-existing unique User Identifiers. The system requests a unique User Identifier and stores the identifier for future visits by the user (paragraphs [0044-0046]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's cache layer server is configured to collect event data of an unrecognized user during a browsing session, and to pass such collected event data to the at least one storage layer server for persistent storage thereof if the unrecognized user becomes recognized during the browsing session in Hent's system in order to prevent the use of unauthorized users.

As per claim 5, Hent does not explicitly disclose the web site system of Claim 1, wherein the event history sever comprises a plurality of cache layer servers, each of which is assigned to a different respective set of browse session ID's such that a given user remains assigned to a particular cache layer server throughout a browse session. However, in an analogous art, Tamir discloses a session record includes the Session Identifier, User Identifier, Start and End Times (paragraphs [0052-0053]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's event history sever comprises a plurality of cache layer servers, each of which is assigned to a different respective set of browse session ID's such that a given user remains assigned to a particular cache layer server throughout a browse session in Hent's system indicating how long the user communicated with the server system and how the session was terminated.

As per claim 6, Hent discloses the web site system of Claim 1, wherein the event history server comprises a plurality of minored storage layer servers that persistently store like event data by user ID (column 8, lines 62-65).

As per claim 7, Hent does not explicitly disclose the web site system of Claim 1, wherein the query interface of the event history server supports queries of the form "has User X accessed URL Y?".
However, in an analogous art, Tamir discloses using fields the server system is able to track each application's activities and customize presentation of information. The Application Information Record further includes a Client Query Time Interval field which indicates the time period between application queries to the server for information (paragraphs [0067-0070]).
Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's query interface of the event

history server supports queries of the form "has User X accessed URL Y?" in Hent's

system in order to determine the particular activities of a user.

As per claim 8, Hent does not explicitly disclose the web site system of Claim 1,

wherein the query interface of the event history server supports queries of the form

"when has User X accessed URL Y?".

However, in an analogous art, Tamir discloses using fields the server system is able to

track each application's activities and customize presentation of information. The

Application Information Record further includes a Client Query Time Interval field which

indicates the time period between application queries to the server for information

(paragraphs [0067-0070]).

Therefore, one of ordinary skill in the art at the time the invention was made would

have found it obvious to implement or incorporate Tamir's query interface of the event

history server supports queries of the form "when has User X accessed URL Y?" in

Hent's system in order to determine the particular activities of a user.

As per claim 9, Hent discloses the web site system of Claim I, wherein the event

history server records event data for substantially every mouse click action of every

recognized user of a corresponding web site (column 8, lines 48-60).

As per claim 10, Hent discloses the web site system of Claim 1, wherein the event history server records impression event data indicative of specific items presented to users on dynamically generated web pages (column 3, lines 60-65).

As per claim 11, Hent discloses the web site system of Claim 1, wherein the at least one application includes a web search application that provides functionality for searching an index of web pages, and uses the event history server to identify and highlight web search result items that have previously been accessed by a user conducting a current search (column 9, lines 22-40).

As per claim 12, Hent discloses the web site system of Claim 1, wherein the at least one application includes an application that provides functionality for users to interactively view and organize their respective browse history data as recorded by the event history server (column 9, lines 10-15).

As per claim 13, Hent does not explicitly disclose the web site system of Claim 1, wherein the event history server generates user-specific Bloom filters reflective of event histories of specific users, and uses the user-specific Bloom filters to respond to queries from the at least one application.

However, in an analogous art, Tamir discloses using fields the server system is able to track each application's activities and customize presentation of information. The Application Information Record further includes a Client Query Time Interval field which

indicates the time period between application queries to the server for information

(paragraphs [0067-0070]).

Therefore, one of ordinary skill in the art at the time the invention was made would

have found it obvious to implement or incorporate Tamir's user-specific Bloom filters

reflective of event histories of specific users, and uses the user-specific Bloom filters to

respond to queries from the at least one application in Hent's system in order to

determine the particular activities of a user.

As per claim 46, Hent discloses the web site system of Claim 1, wherein the web

server system is responsive to a page request from a user during a browsing session by

retrieving, from the event history server, event data descriptive of at least one event that

has already occurred during the browsing session, and by using the event data

descriptive of said at least one event to provide personalized content to the user

(column 8, lines 45-60).

As per claim 47, Hent discloses the web site system of Claim 1, wherein the web

server system reports the events directly to the event history server without use of a

web log (column 5, lines 35-55).

As per claim 48, Hent discloses the tracking server (history server) enabling the Web

server (application) and business computers (applications) to request a user's

interaction with one of the tracked resources using the request processing application

on the tracking server. The tracked sessions are grouped and requested by Web server and business computers according to location, date, length of session, and type of session (column 8, lines 62-67, column 9, lines 1, 55-64, column 10, lines 8-22). Therefore, Hent implicitly discloses the web site system of Claim 1, wherein the query interface includes functionality for the one or more applications to additionally retrieve the event data based on types of user-selectable display elements associated with the events.

As per claim 49, Hent discloses the web site system of Claim 1, wherein the event history server stores separate event objects for each of a plurality of respective events that occur during a user's browsing session, each event object being a separately retrievable entity that is retrievable via the query interface (column 8, lines 48-65).

As per claim 50, Hent discloses the web site system of Claim 49, wherein each event object includes an event type identifier indicating a type of an associated event (column 8, lines 62-65, column 10, lines 18-22).

Response to Arguments

3.   Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Barbara N. Burgess whose telephone number is (571) 272-3996. The examiner can normally be reached on M-F (8:00am-4:00pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on (571) 272-4001. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Barbara N Burgess
Examiner
Art Unit 2157

September 21, 2006

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SUPERVISORY PATENT EXAMINER
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